RJReynolds

Tobacco Company

D.M 1/7/93
T&D 1/13/93
S.R.M. 1/ /
S.A.M. 1/ 00/93

CC: TED LORRAINE
BETSY ANN
RICH DAVE
STEVE

E. W. WORLEY
Chain Account Manager

1000 Tower Lane
Suite 248
Bensenville, IL 60106
708-860-7423

TO: Managers with Walgreens Stores

FROM: Wayne Worley

DATE: January 6, 1993

SUBJECT: Base Promotions - Walgreens Stores

Walgreens headquarters has approved RJR base promotions for 1993.

MONTH	PROMOTION	DISTRIBUTION
January	Salem $1.00 off 2 packs	Automatic distribution to stores from direct account.
February	Winston B1G1F	Automatic distribution to stores from direct account.
March	Camel Ashtray	At store managers' discretion.
April	Camel B1G1F	Automatic distribution to stores from direct account.
June	Camel Lighter	At store managers' discretion.

Walgreens will notify direct accounts of the promotion and the stores which receive forced distribution.

Please transfer adequate amounts of product and advertisement to the appropriate divisions and direct accounts to implement these programs.

Following is an example of the letter Walgreens headquarters mailed to their managers.

EWW:ym

Attachments

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Source: https://www.industrydocuments.ucsf.edu/docs/zgkn0000